



## **Dr. Rohit Ganguly**

**Assistant Professor**

**Department of Journalism & Mass Communication**

**Swami Vivekananda University, Barrackpore**

**Total Experience-13 yrs Industry-4 yrs  
Academic-9 Yrs 2 Months**

**Email ID: [rganguly01@gmail.com](mailto:rganguly01@gmail.com)**

**Mob- 9748992102/7003886996**

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### **RESUME OBJECTIVE**

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Articulate communicator, able to effectively interact with diverse populations of students at a variety of academic levels. Consistently maintain excellent relations with students, parents, faculty, and administrators. Self-motivated with strong planning, organizational and leadership skills.

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### **Research Interest**

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Having keen interest in the field of Entrepreneurship, Media Management, Advertising, Branding, Public Relations, Mass Communication & Events, Film Studies & Media Laws

## Organizational Experience - Industry

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Total years of experience almost **04+** years.

**All India Radio**-Yuva Wani –**Radio Presenter** – Kolkata (part time) 2004-2007

Covering different events as a **Reporter** -Features and Entertainment. Writing the entire event in news article format and taking interviews.(**Metro Now**) Joint Venture of **HT & Times of India. 2008-2009.**

Engaged as an anchor/ show host with times group with professional anchoring, live shows, event management, organising press conferances, organising events, news releases (**2009-2010**)

Worked with **Star & Superstar Magazine** (A film magazine) (Mumbai)

Worked with **Baaya Design** in Mumbai as Public Relation Officer (6 months)

Worked with **Wonderla Holidays Pvt. Ltd.** As PR Executive, A wing of the **V-Guard group of companies** (Corporate Communication) (Bangalore)

### JOB ROLE

Media Relations, Advertisement, Branding & Publicity (6 months)

## Organizational Experience - Academics

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Total years of experience **09 years 2 Months -Post PhD Experience-1 Yr 4 Months**

- Worked as a Guest Faculty in **Vivekananda College**, Under Department of Journalism & Communication, **University of Calcutta**)**2013-2015 (2 Yrs)**
- Worked as a(Full time Faculty -Permanent) (Assistant Professor) with **Pailan College of Management & Technology** (Under Bechelor of Media Science Department BMS, Under MAKAUT, Formerly known as **West Bengal University of Technology**) **WBUT** from 2015-2019 **(4 Yrs)**
- Worked as Full Time Faculty with **Bhawanipore Gujrati Education Society** (Under **University of Calcutta** (2019 beginning to Oct 2019) **(6 Months)**
- Worked as Full Time Faculty in **LN College**, Borivali, Mumbai, Maharashtra (teaching Bachelour of Mass Media), **Under University of Mumbai** (Jan 2020- April 2020) **(4 Months) Covid Time**
- Worked Full Time as (Assistant Professor), with **Swami Vivekananda Institute of Modern Science** in Department of Media Science, Under **MAKAUT (Maulana Abul Kalam Azad University of Technology) Formerly known as WBUT** (25/07/2022-25/08/2023) **(1YR)**

- Worked as Assistant Professor with **Amity University(Kolkata)** -Under Department of Media and Communication Studies Aug-Nov -2023 **(4 Months)**
- Worked in **Brainware University (Kolkata)**-Department of Media and Communication Feb 2024-July 2024 **(6 Months)**
- Presently working in **Swami Vivekananda University (Kolkata)**-Department of Journalism & Mass Communication **(6 Months running)**

### **UNIVERSITY EXAMINER**

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**University** : - Maulana Abul Kalam Azad University of Technology, West Bengal (Formerly Known as West Bengal University of Technology)

**Stream** : - BMS, MMC

**Phase** : - 2015 Odd Semester, 2016 Even Semester, 2016 Odd Semester, 2017 Even Semester, 2017 Odd Semester, 2022 Odd Semester

**University** :- University of Calcutta

**Stream** ;- BA in Journalism & Mass Communication (Practical)

**Phase** :- 2014-2015, 2019-2020

**University** : NEOTIA UNIVERSITY

### **QUESTION SETTER**

**=Stream** : - Development Comm. Journalism

**YEAR:** :- Final Even Semester 2023

**University:-** Swami Vivekananda University

**Stream:-**BA & MA Journalism & Mass Communication

**Phase-**2024-2025

## **Academia**

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<b>PhD</b>	<b>Doctor of Philosophy, Media Management</b> University: - <b>Seacom Skills University, West Bengal.</b> <b>Department: - School of Management</b> Feb 2019 to February 2023
<b>FRPM</b>	<b>F.R.P.M. (Fellow Research Program in Management) from (Institute of Management Studies) IMS, KOLKATA.</b> Title: - Impact of Advertisement on Home Makers 2015 to 2018
<b>MA</b>	<b>Masters in Journalism &amp; Mass Communication from Veer Bahadur Singh Purvanchal University, A State Govt University (Jaunpur, Uttar Pradesh)</b> 2011-2013
<b>PGDM</b>	Post – Graduate Diploma in Advertisement & Public Relation <b>from Bhartiya Bidhya Bhawan's, (Under Rajendra prasad Institute of Management &amp; Communication) Mumbai</b> 2007-2008
<b>BA</b>	Bachelors in Journalism & Mass Communication (Hons) ( <b>Ashutosh College</b> ) Under <b>University of Calcutta</b> 2004-2007
<b>12<sup>TH</sup> CBSE</b>	<b>Central Model School, Barrackpore, July 2004</b>

## **Certification**

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- Completed Professional Certificate Program from Candid School Of Communications.
- (Completed 15days internship from Candid Communication.) (Attended and assisted numerous press conferences and events in Kolkata.
- Completed Film Certification Course from Chala Chitra Sata Barsha Bhaban under Dept Of Information & Cultural Affairs, Govt. of West Bengal

## Research paper publication

### **INTERNATIONAL PEER-REVIEWED INTERDESCPLINARY –JOURNAL**

- ❑ Dr. Arnab Kumar Banerjee, **Rohit Ganguly**, Title-“Crisis Management in Public Relations “Vol- 2, Issue- 1; DOI: 2015, ISSN-2348571X ( **Education Research & Analysis-An International Peer Reviewed**
- ❑ Dr. Arnab Kumar Banerjee, **Rohit Ganguly**, Title- “ Use of New Media in Public Relations” , DOI-July-Sep 2015, ISSN-0975-217X( **Communication Today-A Double-Blind Peer Reviewed Bilingual Media Quarterly**
- ❑ **Rohit Ganguly**, Samarpita Chowdhury, Title- “Impact of Media ( Social Media ) on Education:-An Overview , DOI:Jan 2018, Vol-05, UGC Journal No-64674, ISSN-2348-571X ( **Education Research & Analysis-An International Peer Reviewed Interdisciplinary Journal**)
- ❑ **Rohit Ganguly**, Ansh Bilas Thakur, Title- “Role of Mass Communication in Business-An overview” DOI: January 2019, ISSN-2348-571X, ( **Education Research & Analysis-An International Peer Reviewed Interdisciplinary Journal**)
- ❑ Dr. Arnab Kumar Banerjee, **Rohit Ganguly**, Title-“The Changing Trend of Children’s Film” Vol-3, Number-30; DOI: 1/09/2014, ISSN 2277-7369( **Mass Media-A Communication Research Journal**)
- ❑ **Dr. Rohit Ganguly, Simi Roy Chowdhury**, Title-“The Contribution of AI (Artificial Intelligence) towards the Benevolent Development of Media and Entertainment Industries- An Overview” DOI:1<sup>st</sup> Jan , 2023, Vol-10, Issue-1, **UGC Journal No.: 64674 (Former) ISBN-2348-571X (Education Research & Analysis-An International Peer Reviewed Interdisciplinary Journal)**

### **UGC SPONSORED SEMINAR PROCEEDINGS**

- ❑ **Rohit Ganguly**, Title- “ Sir Asutosh Mukherjee-a Communicator”, DOI: 10<sup>th</sup>& 11<sup>th</sup> January 2013, ISBN 978- 93-81669-22-8( **Book Named-The Pioneering Communications of Pre-Independent Bengal**) UGC sponsored seminar Proceedings
- ❑ Priyanka Roy, **Rohit Ganguly**, Title- “ Book Publishing and Business communication-A Perspective”, DOI- 23<sup>rd</sup>& 24<sup>th</sup> April 2013, ISBN-978-93-81669-49-5( **Book Named-Managing the Book Publishing Industry**) UGC sponsored seminar Proceeding

### **UGC APPROVED JOURNAL**

- ❑ **Rohit Ganguly**, Samarpita Chowdhury , Title “ Globalization a Reason of Psychological stress among youth” DOI: 31<sup>st</sup> March 2018, UGC Journal no-48996, ISSN-2322-0899( **International Journal of Research In Management & Social Science** )
- ❑ **Rohit Ganguly**, Dr Raghunath Datta, Title-“Rural Advertising In India-An Overview” DOI: December 2020, ISSN-2348-1269 ( **International Journal of Research & Analytical Reviews-An International open Access Journal UGC and ISSN approved**)

## **INTERNATIONAL CONFERENCE/NATIONAL CONFERENCE.**

- ❑ Paper presented on **DEVELOPMENT COMMUNICATION; SCIENCE & TECHNOLOGY ARE COMPLEMENTARY TO FIGHT WITH COVID SITUATION IN ICIDR International Conference on – The Impact of Covid – 19 on Society**
- ❑ Paper presented on **"Boosting Motivation, Productivity and Focus For Mental And Emotional Wellness - An Overview"** organized by **Jadavpur University** in collaboration with **Byanjanbarna Foundation-National Conference**
- ❑ Paper Presented on **Impact of Mass Culture on Indian Film Industry in Confab 360 Degree Academic Integration (Global Conference on Emerging Technologies, Business, Sustainable Innovative Business Practices and Social Well Being** organized by **Sharda Univ, ITM univ, London Churchil college, NEF college**
- ❑ Paper Presented on **Future of Journalism in Digital World (International Conference on Media at Crossroad: Identity, Inclusion, & Representation in the Digital Age - Berhampur University-Odisha**
- ❑ Paper Presented on **Story Spin & Counterpoint-An Integral Tool of Public Relations & Advertising -3<sup>rd</sup> National Conclave -Media Communication and Shifting Professional Codes-Sister Nivedita University-kolkata**
- ❑ Paper Presented on **Online Teaching Platform & Tools-National Conference on - National Education Policy-A Paradigm Shift & Implications on Online Education** organized by **Dr. D.Y PATIL VIDYAPEETH PUNE**
- ❑ Paper Presented on **Media Literacy and Information Consumption in the Digital Landscape-International Conference on “Media Dynamics in the Digital Age: Navigating Challenges & Opportunities-organized by-Chandigarh University**
- ❑ Paper Presented on **Examining the Cultural Exchange: Hallyu-wood’s Impact on Kolkata’s Gen Z -International Conference on Diversity & Representation in Media & Society-Organized by Reva University-Pune**

## **ISBN-BOOK PUBLICATION**

- ❑ **Rohit Ganguly, Sanchita Chatterjee, Title- “ Film-A Medium of Communication” ( Book Named- National Development: Emerging Issues)by Vijaygarh Jyotish Ray College in collaboration with Kalyani Foundation, Kolkata, DOI:28<sup>th</sup> February 2019, Vol-1<sup>st</sup> Edition,ISBN-978-81- 938439-3-2**
- ❑ **Rohit Ganguly, “Title-New Age Advertisements-An Empirical Study” (Book Named- Advertising (Methods, Research, and Practices) by Adamas University, Kolkata, DOI:25/5/24,Vol-1<sup>st</sup> Edition, ISBN-978-81-963402-5-4, Book Registered in Google books**
- ❑ **4 Upcoming Book Chapters are in Pipeline**

## **Awards and Accolades & Invited Lectures**

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**Awarded 1<sup>st</sup> Prize** "Crossover Cinema" organized by the Symbiosis Institute of Mass Communication, Pune in Footprints 2005.

**Awarded 1<sup>st</sup> Prize** on "Media Democracy and Human Rights" a National level seminar, UGC Sponsored.

**Awarded 2<sup>nd</sup> Prize** for Concept and Presentation on "Media Creating Clones in the Society" organized by Symbiosis Institute of Mass Communication & N.S.H.M Knowledge Campus chaired by eminent speakers from B.B.C, Ad & P.R world followed by Rajdeep Sardesai of CNN IBN, Jimmy Tangry of RedF.M.

**Certificate of Appreciation as a Resource Person** in International Seminar organized by Dept of Journalism & Mass Communication in Vijaygarg Jyotish Ray

College In Association with Indian Institute of Journalism & New Media, Bangalore

**Attended 175<sup>th</sup> World Photography Day as a Resource Person** a joint initiative of Vijaygarg Jyotish Ray College Dept of Journalism & Mass Communication and Vivekananda College, Thakurpukur, Dept of Journalism & Mass Communication

**Certificate of Appreciation (For Paper Presentation)** in International Seminar on Multidisciplinary Research organized by Vijaygarh Jyotish Ray College in collaboration with Education, Research And Analysis, Kalyani Foundation for Media Science & Community Research and in association with UGC

**Attended 'Inking Ideas Through Digital Marketing in the Age of 5G as a Resource Person** in Bhawanipore Education Society College , Under Department of Commerce.

**Invited Lecture on Digital Marketing, Photography, Advertising and Facebook , Instagram. (Management Development Program)  
In MSME, Govt of India**



## IT – SKILLS

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- ⇒ Applications : MS Office (Word, Excel and Power Point) and Internet.  
⇒ Software : Advanced Excel, 2019

## Personal Vitae

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- Date of Birth : 31<sup>st</sup> October, 1985  
○ Permanent Address : 220, Rakshit Para Road, Behala, Sarsuna,  
Kolkata – 700061,(West Bengal), India.  
○ Languages Known : English, Punjabi, Marathi, Hindi, and Bengali.

*“I hereby declare that the above is true to the best of my knowledge”*

DATE:

KOLKATA

Signature

(ROHIT GANGULY)

### Special Mention

- **Good Industry Contacts in Media and Communication**
- **Can contribute in Student Internships**
- **Can Contribute in Media job Placements**
- **Good Academic contacts for organizing Seminars & Conferences**
- **Can Contribute in Media Workshops for students bringing Media Professionals**
- **Can promote the college through Film and celebrity promotions on Campus**



